



# The Don Hutson Report

Global Expert on Sales & Negotiations

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## Never stop learning. Never!

(Part 5 of a 6-part series on “Mastering The Mind Game”)

**When you set out to master the “Mind game”**, remember that those with the sharpest *minds* generally win! Professionals who learn the most, study on their own outside of the formal training setting and maintain a lifetime hunger for knowledge. They also keep a dynamic spirit, positive expectations, and a determination to grow and prosper! Since none of us can use skills, strategies or tactics we don’t know, we should dedicate ourselves to *learning*. Whether it is selling skills, management tactics, or negotiation techniques, new ideas and concepts are emerging all the time. Vow to stay on the leading edge - *not the trailing edge* - to beat your competition!

**What is your perception** of your own self-educational and skill-building efforts in the past three years? Are you relying on past skills learned, or are you continuing to read and learn the latest and best practices that work best in your marketplace today? My colleague Jim Pancero and I had a conversation recently about clients who say, “*We don’t need any training at this time. We have a very experienced group of professionals selling for us.*” It begs a frightening question: does *experienced* equal *trained*? We think not.

**Are you satisfied** with where you are in your career and success path? Are you constantly at the top of your team’s and your industry’s sales performance? Or do you sometimes feel that you are falling behind? Do you many times marvel at how some of your team members and your competitors snatch victory from the jaws of defeat? Do you wonder what you can possibly do to make your next steps the best steps in turning things around? And, do you really have the will and determination to do the heavy lifting required to be the sales champion and competitor you see yourself as being? How do your skills stack up when compared to others in your business?

**Those are a lot of questions. Here is where some of the answers lie:**

1. Review where you are now compared to where you ranked 1 year ago, 5 years ago, 10.
2. Identify the amount and nature of recent changes (positive or negative) that have occurred.
3. Identify the reasons for this change.
4. Identify what you could have done differently to improve more rapidly.
5. Decide how you need to alter your mindset about learning.
6. Identify where you want to be in 1 year.
7. Identify what goals and targets are required to achieve these numbers.
8. Identify what learning opportunities your company has scheduled and prepare vigorously to eagerly participate.

9. Identify supplemental educational resources available and be proactive in taking advantage of those that fit.

**If it was easy to be a super-star, everyone would be one!** We often have to make the difficult decision: Do you want to experience the pain of discipline to learn and grow, or experience the pain of regret? Your response to the 9 items listed above will provide you with a detailed, clear “snapshot” of where you are now and where you want to be. Find the extra-effort opportunities you need to consider in order for you to compete effectively and win long-term!

**One excellent resource** to consider is U.S. Learning’s online learning programs. Here is a testimonial which we received a couple of weeks ago...

*“Don, following your presentation last year at the MCAA meeting, I asked my sales team to sign up for your “Sell Value, Not Price” online learning program. While it took some encouragement to get them moving, they completed the program with positive comments and then asked if they could take the Negotiation program as well. I’m sure the managers will also take your leadership programs. We can all improve our skills and your programs certainly have helped. Thanks for partnering with us!”*

*Dennis A. Ruis, SVP Sales, Marketing and Business Development, Iwaki America, Inc.*

**Praise for a program you created** is always welcome. However, the testimony that the program really works for people out there in the real world is always the most satisfying. Will everyone benefit from these programs? No. Only the people who sit down, shut out distractions, and take their self-study efforts seriously will learn and gain from the powerful knowledge embedded in these programs by our team of top-level experts.

**So, never stop learning!** Get excited about what you know. Share your enthusiasm with your peers. Get everybody pumped and share your success stories that resulted from the training you received – in formal settings or on your own. Always continue to make your mind-set and your skill-sets the powerful assets that can propel you to the levels of excellence you have chosen for yourself!

**Click on U.S. Learning’s Online Learning “Flipbook” (below) to review our four top-level programs with sub-topics and video excerpts for educating you to be your best!**



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